



Chief Administrative Officer  
JOHN PATTERSON

## CLARIFICATION OF MAJOR PROJECT APPLICATION Ice Climbing Tower

Thank you for allowing me to address a couple of concerns with our application for RAMP funds. **First**, I am sorry for our error regarding the spending of RAMP funds for development expenses. This has been corrected and the full \$200,000 from RAMP 2007 will be spent in the erection of the Ice Tower. We will not make this mistake again. **Second**, please allow me to explain the rationale behind the change in location for the Ice Climbing Tower (Tower). The Tower is an icon; it is unique in the world. It needs to be positioned where it can make a bold statement about who we are and what we are about. The Ogden City Mayor, Ogden City Council, and the Weber County Commission have all adopted the branding initiative of making our City and County the High Adventure capital of the country. There is no better feature or facility that speaks more to this mission than the Ice Tower. There are a number of positive reasons to make this change. Below is an outline comparing the sites.

### Big "D" Park

### 25<sup>th</sup> Street Site

ACCESS      End of a long dead end street  
                 Tough to give direction to this site

In the heart of the  
downtown grid - Easy to  
find

PARKING      Very Limited – Far from site

Parking garage just next  
door

VISABILITY      Non-existent

On 25<sup>th</sup> Street just off  
Washington

SPONSORSHIP  
OPPORTUNITIES Limited by remoteness

Improved structure and  
parking decks provide ad panels –  
Downtown site provides incentive

## Big "D" Park

## 25<sup>th</sup> Street Site

### FESTIVAL APPEAL

Tree-less park, poor access  
And parking kill appeal

Amphitheater across a closed  
25<sup>th</sup> St. provide perfect atmosphere  
and venue

### IMPACT

Removed from center of activity;  
Dilutes the draw

2 blocks from Salomon Center  
climbing - Hotels and Restaurants  
in walking distance

### PUBLIC TRANSPORTATION

Not Available

Next to downtown bus hub  
at 25<sup>th</sup> & Washington

### VIEWERSHIP

Bring your own chair

Bleachers on top of parking deck  
and on 25<sup>th</sup> St. -great for festivals

### ICONIC POWER

Old design - out dated  
Not much impact

New design  
A significant punch - a real Icon  
Right in the heart of the city

### BRANDING

Doesn't help much - may  
dilute the downtown power

A great compliment to 25<sup>th</sup> Street  
Union Station, Amphitheater, The  
Junction. Defines who we are

The tower coming downtown will be an icon and a project RAMP will be happy to have their name (and logo) on. I will be happy to answer any questions.

Sincerely,



John Patterson  
Chief Administrative Officer